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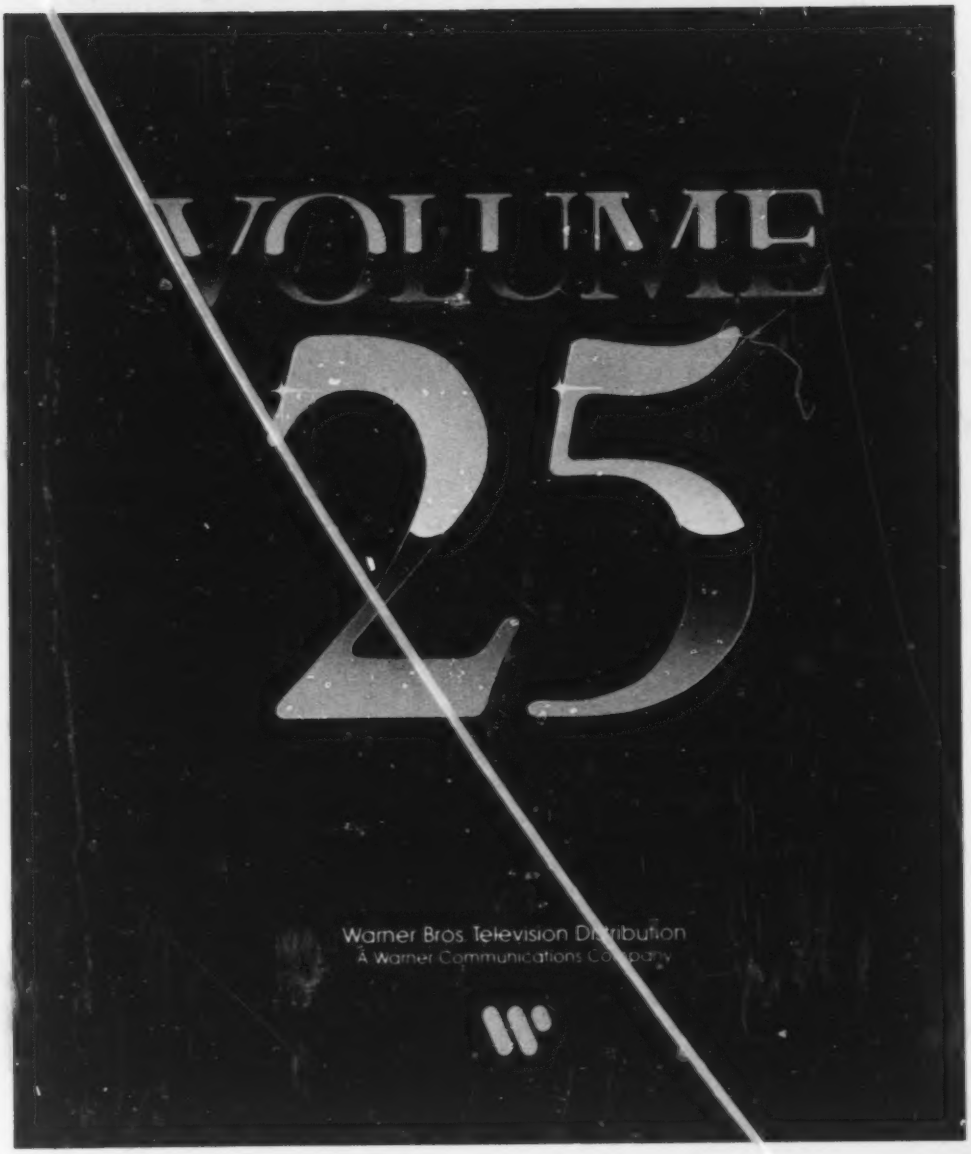
The Fifth Estate

Broadcasting Mar 11



54th Year 1985

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Vol. 108 No. 10

Broadcasting Mar 11

FCC about to open 80-90 floodgates
Frederick becomes RCA's CEO
State broadcasters lobby against ad ban

MORE LIGHT □ FCC plans to give AM daytimers edge in gaining new FM channels in 80-90 proceeding. **PAGE 31.**

CAPITAL TIME □ Attendees of NAB state association legislative conference in Washington lobby against efforts to ban beer and wine advertising on radio and television. **PAGE 32.**

PASSING BATON □ Robert Frederick named chief executive officer of RCA; Bradshaw remains chairman. **PAGE 34.**

BACK ABOARD □ Incumbents win seats on NAB board. **PAGE 35.**

BEST DEFENSE □ CBS moves to subpoena Turner in wake of reports of possible takeover of company. **PAGE 36.**

EXPANDED OFFERINGS □ Three MDS operators poised for spring offering of multichannel television using MDS and ITFS channels. **PAGE 38.**

INITIAL INQUIRY □ FTC said to be investigating Motorola on antitrust grounds in AM stereo battle. **PAGE 42.**

FEE TALK □ FCC recommends "cost-of-regulation" fees to Congress; broadcasters, common carriers to be affected. **PAGE 42.**

COMPETITIVE QUESTION □ Washington policymakers wrestle with how to implement policy authorizing international satellite systems in competition with Intelsat. **PAGE 48.**

CELEBRATION □ Cable industry pleased with court of appeals in decision backing cable's First Amendment rights. **PAGE 50.**

HILL QUESTIONING □ House members ask Fowler what commission's policy would be on network takeovers. **PAGE 58.**

PILOTING PARADE □ CBS and NBC announce fall pilots, ABC's to come March 19. **PAGE 61.**

ABC NUMBER ONE □ ABC Information Network is rated top radio network in survey by RADAR. **PAGE 64.**

FOOTBALL RIGHTS □ ABC and ESPN signed two-year television rights packages with College Football Association. **PAGE 66.**

PRODUCTION TALK □ NATPE conference in Nashville to address local television production. **PAGE 67.**

SATCONFERENCE □ Satellite seminar in Los Angeles to address low power DBS, Intelsat competitors. **PAGE 72.**

TURNED DOWN □ FCC's Mass Media Bureau rejects American Legal Foundation's complaint against CBS for Vietnam documentary on troop strength. **PAGE 79.**

GOOD TIMING □ George Watson, past and present Washington bureau chief for ABC News, has come home with definite plans to reimpress his mark on that news operation. **PAGE 103.**

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day through Friday at 8:30 a.m. with 5,204,000 listeners. Paul Harvey's news and commentary program at 12:06 p.m. took second place followed by CBS Radio Network's news on the hour (Monday-Friday, 7 a.m.), anchored by correspondent Charles Osgood. Paul Harvey's 11:10 a.m. Saturday broadcast and *The Rest of the Story* (Monday-Friday, 3:06 p.m.) finished fourth and fifth, respectively.

Rounding out the top 10 programs are: CBS news on the hour (Monday-Friday, 6 a.m.); CBS news on the hour (Saturday, 9 a.m.); ABC Information Network's 8 a.m. weekday newscast; CBS news on the hour (Saturday, 7 a.m.), and CBS's *First Line Report* (Monday-Friday, 6:30 a.m.).

In other findings, RADAR 30 showed that 75.8% of people, 12 and older, were reached by one or more network radio commercials per week. That translates into 145,608,000 persons nationwide. The audience estimates in the survey are rolling averages, extending over a 48-week period from November 1983 through October 1984. According to SRI, the estimates reflect the processing of about two million network clearance records from more than 5,000 network affiliated stations. In addition, this was only the second RADAR ratings book for Transtar, Satellite Music Network and NBC's Talknet. □

ABC, ESPN pen CFA football deals

Networks pay $31 million, $24 million for 21 and 17 games, respectively

Both ABC and ESPN signed two-year television rights agreements with the College Football Association last week. ABC will pay $31 million to broadcast a minimum 21 games in each year of its two-year pact, while ESPN will pay $24 million to cablecast 17 games annually. Last year, ABC paid $12 million for 20 games and ESPN paid $9.3 million for 15 games.

The ABC agreement was sealed last Wednesday (March 6), less than 12 hours before the expiration of the network's exclusive 30-day negotiating rights period with the CFA. Turner Broadcasting System was waiting in the wings to pick up one or both of the CFA packages, but never received a chance to make an offer as both ABC and ESPN sealed agreements before their exclusive negotiating periods expired.

According to one account, ABC President Frederick Pierce reportedly authorized the payment of a high, some think inflated, rights fee, to retain the CFA package. One source said Pierce directed that the network pay "whatever it takes," to prevent Turner from winning the CFA cable bid. Last year, CFA football earned ESPN its highest rated series to date, with an average 4.0 rating. Word of ESPN's deal broke March 2, a full week before its exclusive negotiating period ran out.

The ABC agreement calls for the network to broadcast its 21 CFA games over 13 or 14 play dates, with the mix of national and regional games to be determined by ABC. The agreement calls for ABC to select its games either 12 days in advance of the play date or

Grammys help CBS to ratings victory

With six of the top 10 shows of the week—including two specials—and only five programs among the bottom 20, CBS scored its 17th prime time win this season and came out 1.7 rating points ahead of second-place NBC and 3.6 rating points ahead of ABC.

Included in the top 10 were the 27th annual Grammy Awards ceremony (CBS), the third part of NBC's *Evergreen* mini-series and "The Wizard of Oz" on CBS. The Grammy Awards averaged a 23.8/35 and delivered CBS a rare Tuesday night win, but the ratings were 33% below last year's Grammy Awards average of 30.7/48.

CBS researchers attributed the decline in part to the competition of NBC's *Evergreen*, which came within nine-tenths of a rating point of the awards show. Also, the 1984 Grammy event saw Michael Jackson win a record eight Grammys for his album, "Thriller."

For the week ended March 3, CBS averaged an 18.3 rating and 28 share, compared to a 16.6/26 for NBC and a 14.7/23 for ABC. The combined network rating/share totaled 49.6/77, more than one rating point below last year's comparable week (50.7/79). HUT levels were virtually flat: 64.6 compared to 64.5 last year.

CBS won Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday. NBC, for the sixth time in the past 23 weeks, won Monday.

NBC's *The Cosby Show* was the top-ranked program, scoring a 27/41, its highest share of 25 broadcasts and its third highest rating. In season-to-date averages, *The Cosby Show* is now ranked third.

Besides CBS's "The Wizard of Oz," theatricals were among the lowest-rated form of the week. The network premiere of "Still of the Night" on CBS averaged a 10/16. Although it was up against regular lineups on the other networks, it underperformed CBS's *Wednesday Night Movie* season-to-date ratings average by 20% and ranked 62d for the week. And the premiere of the theatrical "Neighbors" on ABC averaged a 9.4/14, ranking 63d, and underperformed ABC's *Thursday Night Movie* season-to-date ratings average by 25%. As was the case with "Still of the Night," "Neighbors" aired against regular programing.

The two-hour premiere of ABC's *Moonlighting*, Sunday, at 9-11 (NYT), averaged an 18.3/26 and ranked 20th. The series then moved into its regular Tuesday 10-11 time period, and in Nielsen's nine overnight metered markets achieved a 22 share, which is better than the 16 share averaged by the four episodes of *Call To Glory* that ran in that time period from Jan. 15 to Feb. 12.

Other specials of the week included ABC's *The Rodney Dangerfield Show*, Sunday 8-9 (NYT), which averaged a 15.2/22 and ranked 35th, and *Getting The Last Laugh*, Tuesday 10-11 (NYT), which averaged a 9/14 and ranked 64th out of 65 programs. Both specials underperformed their season-to-date time period averages.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.0/41
2.	Dynasty	ABC	24.8/37
3.	Family Ties	NBC	24.2/36
4.	Grammy Awards	CBS	23.8/35
5.	Simon & Simon	CBS	23.2/35
6.	Evergreen, part 3	NBC	22.9/33
7.	Dallas	CBS	22.6/37
8.	60 Minutes	CBS	22.5/35
9.	Murder, She Wrote	CBS	21.6/31
10.	The Wizard of Oz	CBS	21.2/34
11.	Evergreen, part 2	NBC	20.9/32
12.	Hotel	ABC	20.4/34
13.	Knots Landing	CBS	20.3/34
14.	Crazy Like a Fox	CBS	20.2/29
15.	TV Bloopers & Prac. Jokes	NBC	20.2/29
16.	Cheers	NBC	19.9/29
17.	A Team	NBC	19.3/27
18.	Trapper John, M.D.	CBS	18.9/31
19.	Newhart	CBS	18.7/27
20.	Moonlighting	ABC	18.3/28
21.	Kate & Allie	CBS	18.2/26
22.	Highway to Heaven	NBC	18.1/28
23.	Night Court	NBC	17.4/27
24.	A Bunny's Tale	ABC	17.3/26
25.	Diffrent Strokes	NBC	17.2/29
26.	Magnum, P.I.	CBS	17.1/26
27.	Facts of Life	NBC	17.1/26
28.	Fall Guy	ABC	16.9/26
29.	Knight Rider	NBC	16.9/24
30.	Scarecrow & Mrs. King	CBS	16.6/24
31.	Hardcastle & McCormick	ABC	16.4/24
32.	Double Trouble	NBC	16.6/26
33.	Cagney & Lacey	CBS	16.5/25
34.	Gimme a Break	NBC	16.4/26
35.	Rodney Dangerfield Show	ABC	16.2/22
36.	T.J. Hooker	ABC	16.1/26
37.	Sara	NBC	14.8/22
38.	Hill Street Blues	NBC	14.6/26
39.	20/20	ABC	14.6/24
40.	Webster	ABC	14.5/23
41.	St. Elsewhere	NBC	14.2/23
42.	Charles in Charge	CBS	14.2/22
43.	Secret Weapons	NBC	13.6/21
44.	Love Boat	ABC	13.7/23
45.	Cover-Up	CBS	13.6/25
46.	Miami Vice	NBC	13.6/22
47.	Benson	ABC	13.4/22
48.	Who's The Boss?	ABC	13.4/19
49.	It's Your Move	NBC	13.3/22
50.	E/R	CBS	13.3/20
51.	MacGruder and Loud	ABC	13.3/18
52.	Airwolf	CBS	13.2/22
53.	Finder of Lost Loves	ABC	13.1/24
54.	Three's A Crowd	ABC	12.8/19
55.	Ripley's Believe It Or Not	ABC	12.5/20
56.	Punky Brewster	NBC	12.5/19
57.	Street Hawk	ABC	11.6/18
58.	Time Bomb	NBC	10.8/17
59.	Silver Spoons	NBC	10.7/17
60.	Matt Houston	ABC	10.6/17
61.	Otherworld	CBS	10.0/17
62.	Still of the Night	CBS	10.0/16
63.	Neighbors	ABC	9.4/14
64.	Getting The Last Laugh	ABC	9.0/14
65.	Berenger's	NBC	8.6/16

*indicates premiere episode

Jamestown, Tenn. Filed Mar. 4.

■ El Paso—El Paso County Community College District seeks ch. 38; ERP vis. 89 kw; aur. 8.9 kw; HAAT: 1,189 ft.; ant. height above ground: 283 ft. Address: P.O. Box 20500, 79998. Principal is public two-year institution headed by Arturo Lightborn, president, board of trustees. It has no other broadcast interests. Filed Feb. 28.

Facilities Changes

Applications

AM's

Tendered

■ WKBJ (1600 khz) Milan, Tenn.—Seeks CP to increase power to 2.5 kw. App. Feb. 27.

Accepted

■ KLLK (1250 khz) Willits, Calif.—Seeks MP to modify sillowable radiation for daytime DA. App. Feb. 28.

■ WLS (890 khz) Chicago—Seeks CP to replace aux. ant. App. Feb. 27.

■ KCOG (1400 khz) Centerville, Iowa—Seeks CP to change nighttime power to 1 kw. App. Feb. 28.

■ KORK (920 khz) Las Vegas—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 27.

■ KLAT (1010 khz) Houston—Seeks MP to make changes in daytime monitoring point radials. App. Feb. 26.

FM's

Accepted

■ KZLA-FM (93.9 mhz) Los Angeles—Seeks mod. of CP to change TL; change ERP to 49 kw, and change HAAT to 720 ft. App. Feb. 28

■ *KEFR (89.9 mhz) Le Grand, Calif.—Seeks CP to change ERP to .236 kw and change HAAT to 1,967 ft. for aux. transmitter and ant. App. Feb. 28.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Seeks mod. of CP to change ERP to 1.77 kw and change HAAT to 376 ft. App. Feb. 28.

■ WWKA (92.3 mhz) Orlando, Fla.—Seeks mod. of CP to change SL ¼ mile outside community of lic. App. Feb. 28.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 28.

■ New (101.5 mhz) Lewiston, Idaho—Seeks mod. of CP to change TL and change HAAT to 848 ft. App. Feb. 28.

■ WIMK (104.3 mhz) Chicago—Seeks CP to change TL; change ERP to 4.1 kw, and change HAAT to 1574.4 ft. App. Feb. 28.

■ New (96.7 mhz) Rushville, Ill.—Seeks mod. of CP to change HAAT to [illegible] ft. App. Feb. 28.

■ WLKI (100.1 mhz) Angola, Ind.—Seeks CP to change HAAT to 325 ft. App. Feb. 28.

■ WBWB (96.7 mhz) Bloomington, Ind.—Seeks CP to change ERP to 1.66 kw and change HAAT to 439.5 ft. App. Feb. 28.

■ WXKS-FM (107.9 mhz) Medford, Mass.—Seeks CP to change ERP to 23.5 kw. App. Feb. 28.

■ KJAQ (99.3 mhz) Gordonville, Mo.—Seeks mod. of CP to change SL to 1301 Woodland Drive, Jackson, Mo. App. Feb. 28.

■ KZMT (101.1 mhz) Helena, Mont.—Seeks mod. of CP to change ERP to 95 kw. App. Feb. 28.

■ WCSM-FM (96.7 mhz) Celina, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Feb. 28.

■ WLLT (94.9 mhz) Fairfield, Ohio—Seeks mod. of CP to change ERP to 31 kw. App. Feb. 28.

■ WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Seeks mod. of lic. to install new transmission sys. App. Feb. 28.

■ WXKW (104.1 mhz) Allentown, Pa.—Seeks CP to install aux. sys. as main ant. with, ERP 50 kw and HAAT 485 ft. App. Feb. 28.

■ WYZZ (92.9 mhz) Wilkes-Barre, Pa.—Seeks mod. of CP to change SL to Avoca, Pa. App. Feb. 28

■ WDSC-FM (92.9 mhz) Dillon, S.C.—Seeks mod. of CP to change TL and change HAAT to 1,800 ft. App. Feb. 28.

■ New (96.1 mhz) N. Charleston, S.C.—Seeks mod. of CP to change HAAT to 537 ft. App. Feb. 27.

■ KLSF (96.9 mhz) Amarillo, Tex.—Seeks mod. of CP to change HAAT to 599 ft. App. Feb. 28.

■ KOUL (103.3 mhz) Sinton, Tex.—Seeks CP to change TL and change HAAT to 943 ft. App. Feb. 28.

■ KJQN-FM (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. App. Feb. 28.

■ WJJH (95.9 mhz) Ashland, Wis.—Seeks CP to change freq. to 96.7 mhz. App. Feb. 28.

■ WKAU-FM (104.9 mhz) Kaukauna, Wis.—Seeks CP to change ERP to 1.35 kw. App. Feb. 28.

■ KYCN-FM (101.7 mhz) Wheatland, Wyo.—Seeks mod. of CP to change HAAT to 126 ft. and change ERP to 3 kw. App. Feb. 28.

TV

Accepted

■ *WHA-TV (ch. 21) Madison, Wis.—Seeks CP to change ERP to vis. 1,025 kw, aur. 102.5 kw; change TL; change HAAT to 1,529 ft., and make changes in ant. sys. App. Feb. 26.

Actions

AM's

■ WBAM (740 khz) Montgomery, Ala.—Granted app. to change TL and make changes in ant. sys. Action Feb. 19.

■ WRFC (960 khz) Athens, Ga.—Returned app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Feb. 21.

■ WUFF (710 khz) Eastman, Ga.—Returned app. to increase power 2.5 kw. Action Feb. 21.

■ KTNC (1230 khz) Falls City, Neb.—Granted app. to increase nighttime power to 1 kw. Action Feb. 25.

■ KXL (750 khz) Portland, Ore.—Granted app. to make changes in ant. sys. Action Feb. 25.

■ KENU (1330 khz) Enumclaw, Wash.—Granted app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Feb. 21.

■ KGHO (1560 khz) Hoquiam, Wash.—Granted app. to add night service with 250 w; change freq. to 1490 khz, and make changes in ant. sys. Action Feb. 26.

FM's

■ WBIL-FM (95.9 mhz) Tuskegee, Ala.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 317.8 ft. Action Feb. 15.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KFXE (92.3 mhz) Pine Bluff, Ark.—Granted app. to change TL and change HAAT to 982 ft. Action Feb. 15.

■ KRQK (100.9 mhz) Lompoc, Calif.—Granted app. to change ERP to .302 kw and change HAAT to 1,033 ft. Action Feb. 15.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Granted app. to change TL and change HAAT to 401.8 ft. Action Feb. 21.

■ KKUS (98.1 mhz) San Luis Obispo, Calif.—Granted app. to install different transmission line and lower ant. gain. Action Feb. 15.

■ WAXY-FM (105.9 mhz) Fort Lauderdale, Fla.—Granted app. to replace DA; change ERP to 100 kw, and change HAAT to 1,022 ft. Action Feb. 15.

■ WLBJ-FM (96.7 mhz) Bowling Green, Ky.—Granted app. to change ERP to 1.7 kw and change HAAT to 426 ft. Action Feb. 15.

■ WZOU (94.5 mhz) Boston—Granted app. to change ERP to 11.6 kw. Action Feb. 15.

■ WUPE (95.9 mhz) Pittsfield, Mass.—Granted app. to change ERP to 1 kw. Action Feb. 15.

■ KBMV-FM (107.1 mhz) Birch Tree, Mo.—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 358 ft. Action Feb. 15.

■ KMJM (107.7 mhz) St. Louis—Granted app. to change TL; change HAAT to 1,019 ft., and make changes in ant. sys. Action Feb. 14.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to change ERP to 1 kw and change HAAT to 564.8 ft. Action Feb. 20.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to make changes in ant. sys. Action Feb. 22.

■ WHTZ (100.3 mhz) Newark, N.J.—Granted app. to install aux. sys.; change ERP to 7 kw, and change HAAT to 1,240 ft. Action Feb. 21.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Granted app. to install aux. ant. Action Feb. 15.

■ WHMQ (100.5 mhz) Findlay, Ohio—Dismissed app. to change TL and change HAAT to 440 ft. Action Feb. 22.

■ WYTK (95.3 mhz) Washington, Pa.—Granted app. to change ERP to 2.15 kw. Action Feb. 21.

■ WFKX (95.9 mhz) Henderson, Tenn.—Granted app. to change HAAT to 314 ft. and increase tower height to 300 ft. Action Feb. 15.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Granted app. to change TL and change HAAT to 1,111 ft. Action Feb. 20.

■ KSRR (96.5 mhz) Houston—Granted app. to relicense former main as aux. with reduced power. Action Feb. 15.

■ KWTX-FM (97.5 mhz) Waco, Tex.—Granted app. to change ERP to 100 kw. Action Feb. 15.

■ WJKC (95.1 mhz) Christiansted, V.I.—Granted app. to change TL; change HAAT to 816.7 ft., and make changes in ant. sys. Action Feb. 19.

■ KLYK (105.5 mhz) Longview, Wash.—Granted app. to install aux. ant. sys. Action Feb. 15.

■ WRLO-FM (105.3 mhz) Antigo, Wis.—Granted app. to make changes in ant. sys. Action Feb. 19.

■ KOTB (106.3 mhz) Evanston, Wyo.—Granted app. to change TL and change HAAT to 1,523 ft. Action Feb. 14.

TV's

■ KUEC (ch. 24) Ogden, Utah—Granted app. to change ERP to vis. 4,900 kw, aur. 490 kw; change HAAT to 780 ft., and change TL. Action Feb. 21.

■ WMSN-TV (ch. 47) Madison, Wis.—Granted app. to change ERP to vis. 1,007 kw, aur. 100 kw; change HAAT to 1,167 ft., and change TL. Action Feb. 21.

In Contest

Review Board made following decisions:

Las Vegas and Winchester Township, Nev. (Voce Intersectrio Verdad America Inc., et al) FM Proceeding. Scheduled oral argument for March 15 on exceptions to initial decision of ALJ Edward Luton granting app. of William H. Hernstadt for new FM station at Winchester Township and denying apps. of Voce, JaDonn Communications Inc. and Lorraine Walker Arms for Las Vegas. Each party has 20 minutes for argument. Voce, JaDonn and Arms may reserve part of their time for rebuttal. By letter, Feb. 12.

Ithaca, N.Y. (Ithaca TV Associates and L. Richard Stumbar)